

## ORDER



KSNV

**Orders**  
**Order / Rev:** 107368  
**Alt Order #:** 06860522  
**Product Desc:** JOE HECK 4 CONGRESS  
**Estimate:** 2797  
**Flight Dates:** 10/03/12 - 10/16/12  
**Original Date / Rev:** 10/02/12 / 10/02/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency Name:** Strategic Media Placement, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Heck, Joe for Congress  
**Demographic:** A35+  
**Product Codes:** PLC02  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00.05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	37	\$35,400.00	\$30,090.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	37	\$35,400.00	\$30,090.00	0.00
<b>Totals</b>	<b>37</b>	<b>\$35,400.00</b>	<b>\$30,090.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Df Order - End Df Order	100%

Order Share	Share	Total
KSNV	34%	\$35,400.00
Market	100%	\$104,117.65

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$33,317.65
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$26,029.41
KTUD	1%	\$1,041.18
KVVU	4%	\$4,164.71
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$4,164.71

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/03/12	10/04/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WT---	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WT---					2	\$700.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/03/12	10/04/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WT---	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WT---					2	\$700.00		0.00			
E 2	KSNV	10/08/12	10/10/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-W----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-W----					2	\$700.00		0.00			
E 3	KSNV	10/15/12	10/15/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$700.00		0.00			
E 4	KSNV	10/10/12	10/12/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					1	\$900.00		0.00			
E 5	KSNV	10/09/12	10/09/12	Today Show Today Show	CM	658a-9am	-T-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$900.00		0.00			
E 6	KSNV	10/12/12	10/12/12	Today Show Today Show	CM	658a-9am	----F--	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$900.00		0.00			
E 7	KSNV	10/15/12	10/16/12	Today Show Today Show	CM	658a-9am	MT-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					1	\$900.00		0.00			
E 8	KSNV	10/03/12	10/05/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$1,200.00		0.00			
E 9	KSNV	10/08/12	10/12/12	M-F Early News M-F Early News	CM	5-630p	MTW-F--	:30	4	\$1,200.00	1	0.00	NM	4	\$4,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTW-F--					4	\$1,200.00		0.00			
E 10	KSNV	10/15/12	10/15/12	M-F Early News M-F Early News	CM	5-630p	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$1,200.00		0.00			
E 11	KSNV	10/04/12	10/05/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	---TF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					2	\$1,300.00		0.00			
E 12	KSNV	10/09/12	10/12/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	-T--F--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T--F--					2	\$1,300.00		0.00			
E 13	KSNV	10/04/12	10/05/12		CM	730-758pm	---TF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				FacetoFace/Ralston Rept											
				FacetoFace/Ralston Report											
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--			2		\$900.00			0.00			
E 14	KSNV	10/08/12	10/12/12	FacetoFace/Ralston Rept	CM	730-758pm	M-W-F--	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
				FacetoFace/Ralston Report											
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	M-W-F--			3		\$900.00			0.00			
E 15	KSNV	10/15/12	10/15/12	FacetoFace/Ralston Rept	CM	730-758pm	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
				FacetoFace/Ralston Report											
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----			1		\$900.00			0.00			
E 16	KSNV	10/10/12	10/11/12	M-F News 3 at Eleven	CM	11pm-1135pm	--WT---	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
				M-F News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	--WT---			2		\$1,200.00			0.00			
E 17	KSNV	10/08/12	10/11/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-WT---	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
				M-F News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	M-WT---			3		\$1,200.00			0.00			
E 18	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				M-F News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----			1		\$1,200.00			0.00			
E 19	KSNV	10/06/12	10/13/12	News 3 Sunrise - SATUR	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	2	\$700.00
				News 3 Sunrise SATURDAY											
150															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-			1		\$350.00			0.00			
Week:		10/08/12	10/14/12	-----S-			1		\$350.00			0.00			
E 20	KSNV	10/03/12	10/07/12	Wake Up Early w/ Wagn	CM	430a-5a	--WT--S	:30	2	\$100.00	2	0.00	NM	2	\$200.00
				Wake Up Early Wagners											
EARLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	--WT--S			2		\$100.00			0.00			
													Totals	37	\$35,400.00